Session Seven

Session One Chair’s Report: RFID: Visions and Implications

Visions of Ubiquity: Things in Cyberspace
L. Srivastava, Strategy and Policy Unit

RFID: A European Perspective
F. Frederix, European Commission

Visions and strategy in Japan
T. Tandai, MIC Japan

Vision & trends in US RFID markets: A start-up perspective
Y. Maguire, ThingMagic

Session chair: Lara Srivastava, Strategy & Policy Unit, ITU
RFID is part of a larger vision of future technological ubiquity

- combined with sensors & developments in nanotechnology, creating an “Internet of Things”

The future will be ubiquitous, meaning “universal, user-oriented, and unique”, but also “alive”!

It will be deployed by end-users and not necessarily centrally managed (“paintable”)

The pervasive nature of RFID comes with key challenges:

- standardization
- governance of resources
- consumer protection, namely privacy and data protection
Key Players, Key Issues

- The European Commission has set up an Inter-service working group, for the horizontal coordination of EC activities, and for co-operation with national authorities and standards-setting bodies.

- Many areas of discussion in Europe, include:
  - standards, spectrum, governance, data protection/privacy, ethics, IPRs, trade, health, environment etc...

- In Japan, R&D focuses on:
  1) cheaper and smaller devices;
  2) convenience;
  3) international cooperation.
The way forward for ITU

- For efficient use of radio spectrum, data prioritization will be key

- Challenges for item-level tagging:
  - cost of tags, tag power limit, protocol
  - Interference between readers

- Role for ITU in standardization of communications
  - between tags and readers
  - for obtaining information through networks by the reading of tags on individual things
  - for reliable authentication and privacy protocols
RFID holds great promise for the future “ubiquitous network society”

However, standardization remains fragmented, interoperability and interference key hurdles

In addition, user acceptance suffers from concerns over consumer privacy, data protection and security

ITU can play an important role in furthering international standardization efforts in addition to raising awareness about the challenges and opportunities of this exciting technology